WHAT IS CLAIMED IS:

	1	1. A computer based method for analyzing data contained in at least
	2	one of a plurality of data sources of an enterprise, said method comprising:
	3	providing a model for said at least one of a plurality of data sources of said
	4	enterprise;
	5	forming a data organization for said model;
,	6	creating a database having said data organization;
	7	translating data from said at least one of a plurality of data sources to said
	8	data organization, to form a plurality of translated data;
****	9	incorporating said translated data into said database; and
B B and Do that they than to	10	performing analysis on said translated data in said database, wherein said
# #	11	data organization comprises at least one of a plurality of data, said data comprising:
	12	(a) at least one identity element; and
=	13	(b) at least one attribute element, wherein said identity element and
	14	said attribute element have at least one of a plurality of relationships between one
Marry 19	15	another.
թո դուժի հիույի դեռու բու	1	2. The method of claim 1 wherein said model further comprises:
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	3	a focal group, said focal group comprising:
		at least one of a plurality of classification components; and
	4	at least one of a plurality of core components; and
	5	a customized group, said customized group comprising:
	6	at least one of a plurality of customer activity components; and
	7	at least one of a plurality of activity lookup components;
	8	wherein said customized group has at least one of a plurality of
	9	relationships with said focal group.
	1	3. The method of claim 2 wherein said classification components
	2	comprises customers' categorization of information related to business processes.
	1	4. The method of claim 2 wherein said activity components comprises
	2	husiness transactions

1	5. The method of claim 2 wherein said activity components comprises
2	
1	6. The method of claim 2 wherein said activity components comprises
2	business activities.
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1	7. The method of claim 2 wherein said activity components comprises
2	business measures.
1	8. The method of claim 2 wherein said activity lookup components
2	comprises reference information for customers' business transactions.
1	9. The method of claim 2 wherein said activity lookup components
2	comprises reference information for customers' business events.
1	10. The method of claim 2 wherein said activity lookup components
2	comprises reference information for customers' business activities.
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1	11. The method of claim 2 wherein said activity lookup components
2	comprises reference information for customers' business measures.
1	12. The method of claim 1 wherein said data organization further
2	comprises at least one of a plurality of core components, said core components
3	comprising:
4	a customer identifier; and
5	at least one of a plurality of classification components, wherein said
6	classification components has at least one of a plurality of relationships with said core
7	components.
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1	13. The method of claim 12 wherein said core components further
2	comprises an account identifier.
1	14. The method of claim 12 wherein said classification components
2	comprises a sales channel.
1	15 The mothed of alaim 12 miles and alexaction as a second
1	The method of claim 12 wherein said classification components
2	comprises a customer region.

1	16.	The method of claim 12 wherein said classification components
2	comprises a custor	mer profile.
1	17.	The method of claim 12 wherein said classification components
2	comprises a demog	graphic profile.
1	18.	The method of claim 1 wherein said enterprise comprises a
2	business.	
1	19.	The method of claim 1 wherein said data comprises
2	telecommunication	ns information.
1	20.	The method of claim 1 wherein said data comprises financial
2	information.	•
1	21.	The method of claim 1 wherein said data comprises retail
2	marketing informa	
1	22.	The method of claim 1 wherein said data comprises insurance
2	information.	The medica of etains 1 wherein suite dawn conseptions and an arrange
1	23.	The method of claim 1 wherein said data comprises health care
2	information.	The method of claim I wherein said data comprises hearth care
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1	24.	A computer based method for performing customer analysis of
2		one of a plurality of data sources, said method comprising:
3		cting a template from a plurality of pre-defined ones, said templates
4	, , ,	ity of characteristics of a business;
5	selec	cting at least one of a plurality of customer entities from a plurality of
6	pre-defined ones to	form a focal group of customer entities, said selecting based upon
7	said template;	
8	defin	ning at least one of a plurality of customer transaction entities and at
9	least one of a plural	ity of attributes of said customer transaction entities to form a
10	customized group o	f customer activity components;

	11	defining at least one of a plurality of customer event types in said customer
	12	activity components, wherein said customer event types comprise attributes of said
	13	customer transaction entities in said customer activity components;
	14	selecting at least one of a plurality of data tables and at least one of a
	15	plurality of attributes of said data tables to form a data schema, wherein said data schema
	16	is a reverse star data schema;
	17	determining at least one of a plurality of attributes based on data types of
	18	tables of said data source;
	19	determining for said attributes at least one of a plurality of primary keys;
	20	creating a data warehouse database from said data schema;
	21	creating at least one of a plurality of data mapping rules, said mapping
de ded	22	rules providing translation information for tables and attributes of said data sources to
Hard Harl	23	said data warehouse.
H H H H H H	1	25. The method of claim 24 further comprising defining for said
=	2	attributes at least one of a plurality of foreign keys.
:	۷	attributes at reast one of a planarity of foreign keys.
	1	26. The method of claim 24 further comprising:
Մ մերդ Արդե Կրու Մ	2	defining application-specific entities for said customer activity
	3	components.
	1	27. The method of claim 26 further comprising:
	2	defining at least one of a plurality of attributes for said application-specific
	3	entities.
	1	28. The method of claim 24 wherein said deriving said data types is
	2	performed automatically.
:	1	29. The method of claim 28 further comprising:
	2	providing to users the capability to make changes to said data types if they
	3	choose not to use the automatically derived ones.
	1	30. A method for integrating customer data analysis tools with at least
	2	one of a plurality of database systems, said method comprising:

schema data model, said reverse star schema mapping to data in said at least one of a plurality of database systems;
plurality of database systems;
performing customer data analysis using said data warehouse database.
31. The method of claim 30 wherein said customer data analysis
comprises customer purchasing behavior analysis.
32. The method of claim 30 wherein said customer data analysis
comprises customer market segmentation analysis.
33. The method of claim 30 wherein said customer data analysis
comprises customer valuation analysis.
34. The method of claim 30 wherein said customer data analysis
comprises customer churn analysis.